



The European Innovation Partnership (EIP) „Agricultural Productivity and Sustainability“

Innovation brokering and innovation support



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Inge Van Oost - DG Agriculture and Rural Development

1. Innovation Support

a) the basics

EIP guidelines: "The EIP aims at a flexible and open system for the creation of a multiplicity of operational groups"

Examples of an Innovation Support Service: one to one brokering function



Project objective: develop a pig stable reducing ammonia emissions by 50 % in a more cost-efficient way than existing stable systems (idea from a farmer, brokered by the Innovation Support Centre)

1. Innovation Support

b) the skills

Skills for Innovation brokers

1. Be able to **listen** and understand exactly the problem/opportunity and the context
2. Be capable to **analyse** the problem/opportunity: how can it be tackled in the best possible way (costs, actors, funding source etc)?
3. Have a good **network to find** people and information
4. Have **intermediating skills** to seek compromises where needed in order to arrive at a good interactive innovation plan
5. Be **quality orientated**: plans made have to work out eventually, responsibilities taken, don't create audit problems
6. **Think out of the box** and do not defend your own position/research

2. Innovation brokering function

a) How to capture ideas?

"The EIP aims at a flexible and open system for the creation of a multiplicity of operational groups"

- Capturing bottom-up ideas from the grass-roots level
- Getting an innovation project ready to start by acting as a go-between: helping single actors which might have difficulties in finding the adequate partners.
- A close connection with and understanding of agriculture is important.
- A cross-cutting approach beyond existing sectors, regions, initiative and institutes may bring added value
- Different approaches may be useful e.g. vouchers etc ("**simplified cost**") for easier use and reduction of administrative burden

Examples (BE):

Innovation Support Service (see *Distrikempen* video from *Agrispin H2020* project)

- **Brokering** function
- Coordination and **facilitation** of projects as an intermediate between partners
- Innovation promotion and awareness raising
- Coaching farmers towards innovation (individual advice)
- Brainstorming events and thematical animation
- Dissemination of innovative results
- Connect with SMEs and other innovation services and funding bodies

2. Innovation brokering function

b) How to prepare the OG project plan?

Project selection, how to prepare by the broker?

Selection criteria can be related to:

- Project **objectives targeted to solve practical problems** or develop opportunities for farmers and foresters
- **Targeted and complementary composition of the partnership** in view of these objectives and for co-creation and co-ownership
- Good quality & quantity of knowledge exchange & **cross-fertilisation**
- **Demonstrating knowledge** on state of play (show added value, avoiding repetition)
- Ensure **spreading of easy understandable results** also on the long-term (using existing dissemination channels)

The broker should make a good interactive innovation project plan

(take into account: knowledge freely available, no research but co-creation and collaboration between actors all along the project)

Demand-driven interactive innovation in OGs: how?

- **"multi-actor"** is more than a strong dissemination requirement or a broad stakeholders' board
- **"all along the project" *: a clear role for the different actors** in the work plan, from the participation in the planning of work and experiments, their execution up until the dissemination of results and the possible demonstration phase.

***Actor:** a partner taking part in project activities

Stakeholder: person expressing **a view/stake** at a certain moment during the project

The innovation brokering process: acting as a mediator

**A plan & team for an
innovation project**



Searching for possible support program



Searching for adequate partners



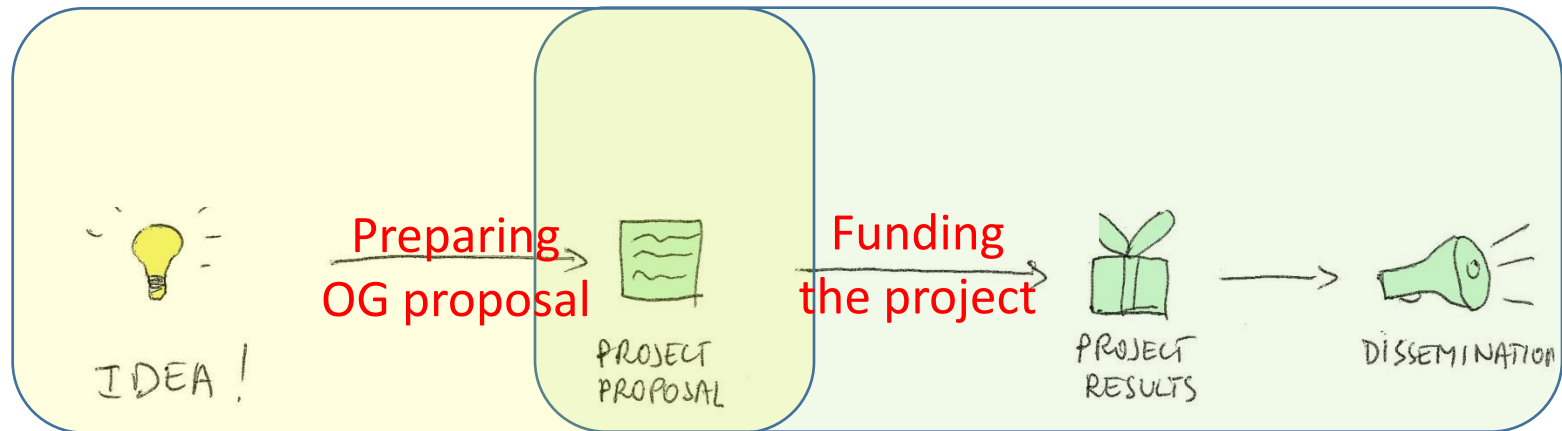
Finding the idea & refine it

*Matchmaking, including the
marriage contract*

3. Innovation support

New roles for services

New roles for innovation support services in interactive projects



**Innovation support/advisors with a focus on innovation:
"coaching" role in interactive innovation processes:**

- 1. Capture** practice needs
- 2. Broker** to set up interactive innovation projects
- 3. Facilitate** interactive innovation projects
- 4. Disseminate** newly generated/ innovative knowledge

5. Innovation support

Services should not act alone,
but network

(also for linking to Horizon 2020 multi-actor projects)

(tip: make use of the EIP website/Cordis H2020 info system)

An EU wide EIP network, supported under Rural development policy

Linking with H2020

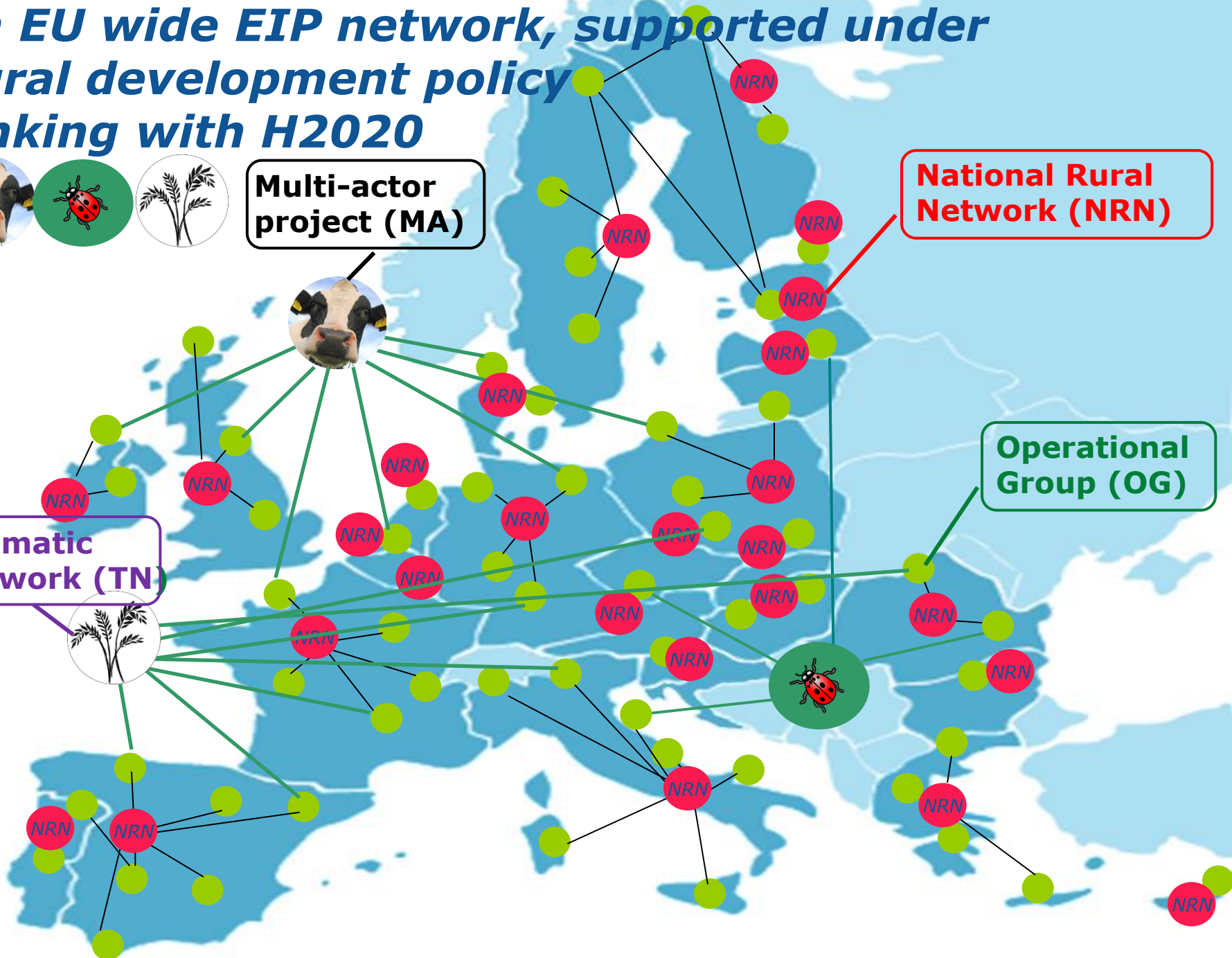


Multi-actor project (MA)

National Rural Network (NRN)

Operational Group (OG)

Thematic Network (TN)



***Innovation is: an idea put into
practice with success !***



Thank you for your attention

To an „Agriculture of Knowledge“
www.eip-agri.eu

Inge.Van-Oost@ec.europa.eu

Horizon 2020

Demand-driven innovation in Multi-Actor projects

- **"multi-actor"** is more than a strong dissemination requirement or a broad stakeholders' board
- **"all along the project" *: a clear role for the different actors** in the work plan, from the participation in the planning of work and experiments, their execution up until the dissemination of results and the possible demonstration phase.
- Project proposals should illustrate sufficient quantity and quality of **knowledge exchange activities**

***Actor:** a partner taking part in project activities

Stakeholder: person expressing **a view/stake** at a certain moment during the project

Thematic networks in H2020 calls 2014-2017: Support & link to OGs and can support brokers

- **1 Network** focuses on exchange and development of methods for innovation brokering. It will **connect innovation support services** (incl advisory services) and help them in how to find innovative ideas and develop them into an innovative group project plan
- **16 Networks on a variety of specific themes** proposed bottom-up: Synthesising, sharing and presenting best practices and research results focusing on themes and issues that are near to be put into practice, but not known or tested by practitioners
- Further thematic networks in calls 2018-2020 and beyond (2 mio projects)



17 H2020 Thematic Networks (1) calls 2014-2016

RUR 10 - 2016	CERERE	Cereals: organic/low input cereal food systems for biodiversity and quality (production, processing, marketing)
RUR 10 - 2016	Eu PiG	Pig husbandry: health management, precision production, welfare and meat quality
RUR 10 - 2016	Inno4Grass	Productive grasslands: profitability and environmental services
RUR 10 - 2016	SheepNet	Improving sheep productivity
ISIB 2 - 2014	Winetwork	Wine diseases: Grapevine Trunk Disease and Flavescence dorée
ISIB 2 - 2014	OKNetArable	Organic agriculture - arable crops
ISIB 2 - 2014	Hennovation	Animal welfare hens
ISIB 2 - 2015	4D4F	Data and sensor driven decision making on dairy farms
ISIB 2 - 2015	EuroDairy	Practice-based innovations in dairy farming: resource efficiency, Biodiversity, Animal care, and Socio-economic resilience
ISIB 2 - 2015	EUFRUIT	Fruit: cultivar development, minimize residues, storage and fruit quality, sustainability of production systems



17 H2020 Thematic Networks (2) calls 2014-2016

RUR 10 - 2016	SKIN	Stimulating innovation and good practices in short supply chains
RUR 10 - 2016	AFINET	Agroforestry: sylvoarable and sylvopastural systems' design, management and profitability
ISIB 2 - 2014	Agri-Spin	Innovation brokering methods
ISIB 2 - 2015	AGRIFORVALOR	Valorization of biomass side-streams from agriculture and forest
ISIB 2 - 2015	Smart-AKIS	Smart Farming Technology: Management Information Systems, Precision Agriculture and Agriculture automation and robotics
ISIB 2 - 2015	HNV-Link	Support HNV farmlands through knowledge and innovation
WATER 4B - 2015	FERTINNOWA	Optimize water and nutrient use efficiency: dbase on innovative technologies and practices for fertigation of horticultural crops